

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Sang Yong Bae et al.	:	
	:	Examiner: Nathan C. Uber
	:	
Serial No.: 10/595,998	:	Group Art Unit: 3622
	:	
Filed: July 14, 2006	:	Attorney Docket No.: 56587.22
	:	
For: ON-LINE ADVERTISING	:	Customer No.: 027128
SYSTEM AND METHOD	:	
	:	
	:	Confirmation No.: 1534
Last Office Action: May 28, 2009	:	

**AMENDMENT C**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action mailed May 28, 2009, Applicant submits the following Amendment and Response with the accompanying Request for Continued Examination documents.

**Amendments to the Specification** begin on page 2 of this document.

**Amendments to the Claims** are reflected in the listing of claims which begin on page 3 of this document.

**Remarks/Arguments** begin on page 11 of this document.